

FIG. 1

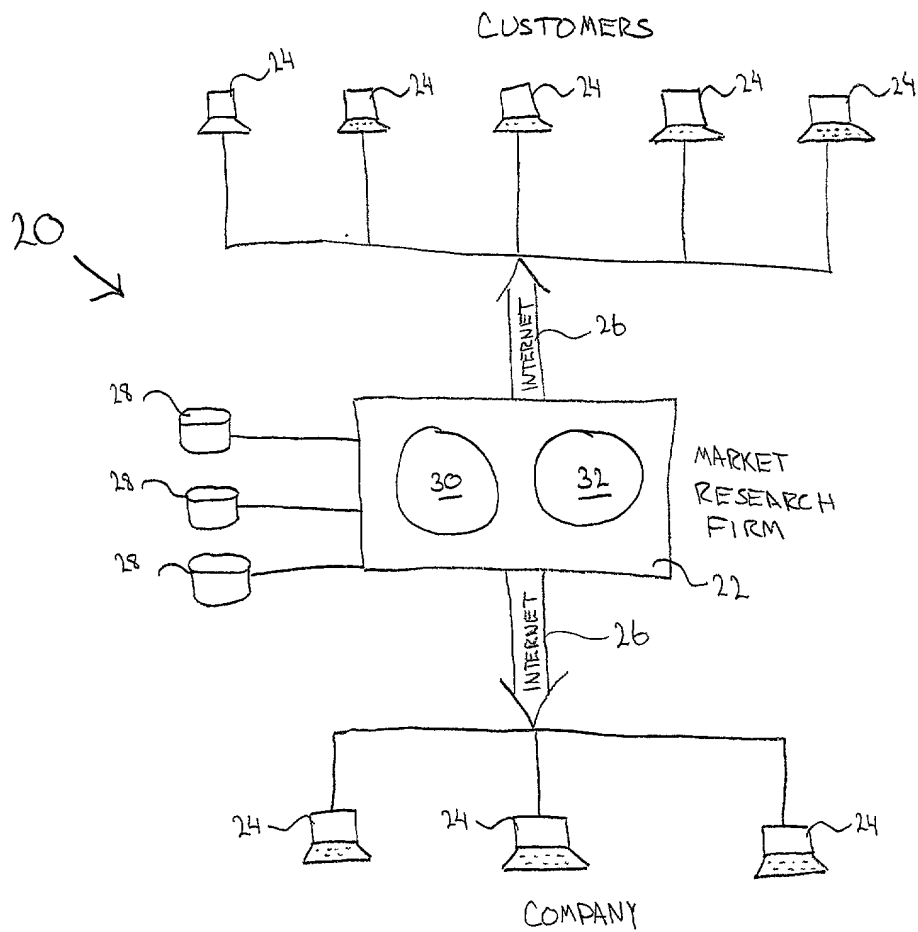


Fig. 1

>> DO NOT USE THE BACK BUTTON <<



Customer Action System

60

Account Information		District:	East
Account Number:	8085	Region:	AMERICAS
Account Name:	ACME Companies, Inc	Country:	United States
Customer Type:	End - User	Account Manager:	Jane Smith
Account Type:	2 - Other	Account Manager Number:	50
Account SIC:	5411		

Update Account Data	Delete Account	Exit Facility
Change Account SIC	Return to Account List	

Respondent Information		Missing Required Data		Selection Status	
ID	Name				
100519	John Doe	No			Candidate for next wave
100518	Jon Smith	No			Candidate for next wave

Edit/View Respondent Data	Add New Respondent
Delete Respondent	


Fig. 3

100519-100518

CSM - Microsoft Internet Explorer

File Edit View Favorites Tools Help

>> DO NOT USE THE BACK BUTTON <<

WalkerInformation 

80 **Customer Action System**

Current Respondent

Account Number: 6085 Account Name: AC

Number: 100519

Prefix: Mr. First Name: John Middle Name: D. Las

Salutation: Mr. John Doe (see Help)

Title: Manager of Store Systems

Address: 1111 ACME St.

City: Some City State: ST ZipCode: 12345

Phone: 123-456-7891
Please enter phone number as if it is being dialed from outside the country.

Language: English 82

81

84 86 88 90

Respondent Information			Help
ID	Name	Missing Required Data	Selection Status
<input checked="" type="radio"/> 100519	John Doe	No	Candidate for next wave
<input checked="" type="radio"/> 100518	Jon Smith	No	Candidate for next wave

70

Fig. 4

Customer Satisfaction Survey - Example Survey - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Q

25

Acme' Overall Performance / Competitive Performance

Please use the two scales shown below. If you don't have direct experience with an area, please base your answers on what you have seen or Acme.

34

Corporate Reputation

Products

Price

Delivery

Technical Support

One of the Best

Excellent

Better than Most

Very Good

About the Same

Good

Not as Good as Most

Fair

prev

Fig. 5



Customer Action System

102

Customer Relationship Management Follow-Up Count:4 Help

104 {

District

Region

Country

Account Manager

Wave Year

Sort Order 1.) 2.)

3.) 4.)

106 {

108

*** Click a respondent to enter follow-up related information. ***

*** Click an account name, account manager, or country to display a listing of all issues within that area. ***

Non-Completed Corrective Action Plans for At Risk Accounts are listed in Red

Completed Corrective Action Plans for At Risk Accounts are listed in Green

Wave	Follow-Up	Account Name	Respondent	District	Account Manager	Ca
1 - 1999	Complete	> ACME Companies, Inc.	> Doe, John	East	Jane Smith	Truly Loye
1 - 1999	Complete	> ACME Companies, Inc	> Smith, Jon	East	Jane Smith	Accessible
1 - 1999	Complete	> ACME Companies, Inc	> West, Bob	East	Jane Smith	Trapped
1 - 1999	Complete	> ACME Companies, Inc	> Jones, Pat	East	Jane Smith	High Risk

Return to Account List View Reports Menu Exit Facility

Fig. 6

Customer Action System

130

Overall Quality: 4
Overall Value: 3
Overall Price: 4
Likelihood to Continue: 3

132

[Return to Customer Listing](#)

140

11/23/99

Mr. Doe has not seen a sales representative for several months. Then all of a sudden one showed up only to sell a new product.

136

Jane Smith

A quarterly meeting has been scheduled for the sales representative to meet with Mr. Doe to discuss any outstanding issues and also discuss any new upcoming products.

138

Scott Thomas

12/02/99 (mm/dd/yyyy)

01/12/00 (mm/dd/yyyy)

Fig. 7

[illegible]

Business Unit: East
Region Level: AMERICAS
Country: United States
Account Director: Jane Smith

150

Account Name: ACME Companies,
Inc.

Year: 1999

Respondent: Ms Pat Jones

Issue Number: 1

Issue: No issues.

Plan FU Date:

Actual FU Date: 06/08/1999

Owner:

Process Area:

152 ~ **CA Summary:** Met with ACME and put together a plan to improve our communication between our divisions.

CA Target Date

CA Completion Date

Year: 1999

Respondent: Mr. Bob West

Issue Number: 1

Issue: No issues.

Plan FU Date:

Actual FU Date: 06/08/1999

Owner:

Process Area:

152 ~ **CA Summary:** Met with ACME and put together a plan to improve our communication between our divisions.

CA Target Date

CA Completion Date

154 CA Score

Highly Successful	Successful	Marginally Successful	Unsuccessful	Detrimental
○	○	○	○	○

Fig. 8

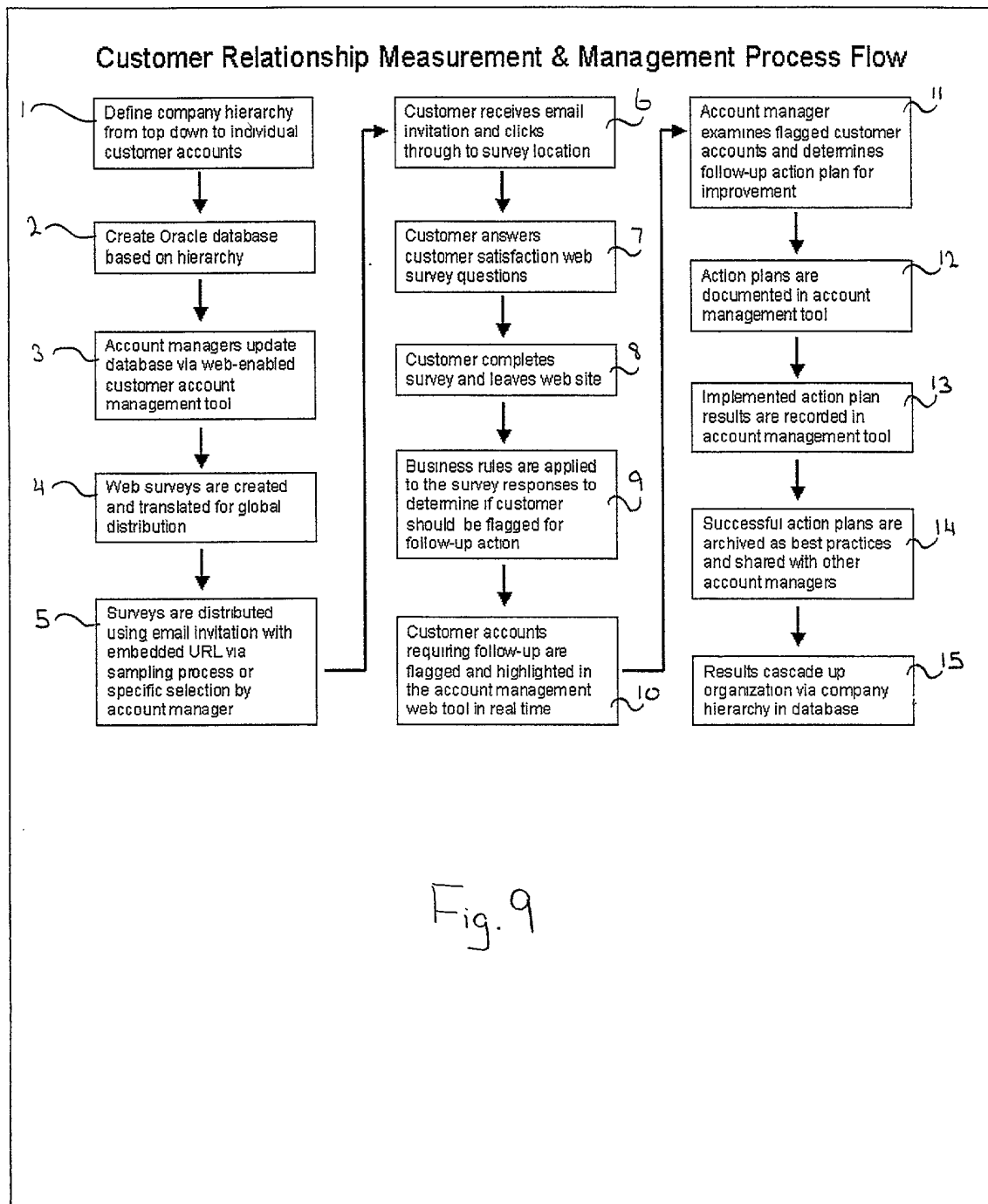


Fig. 9

Survey Translation Process

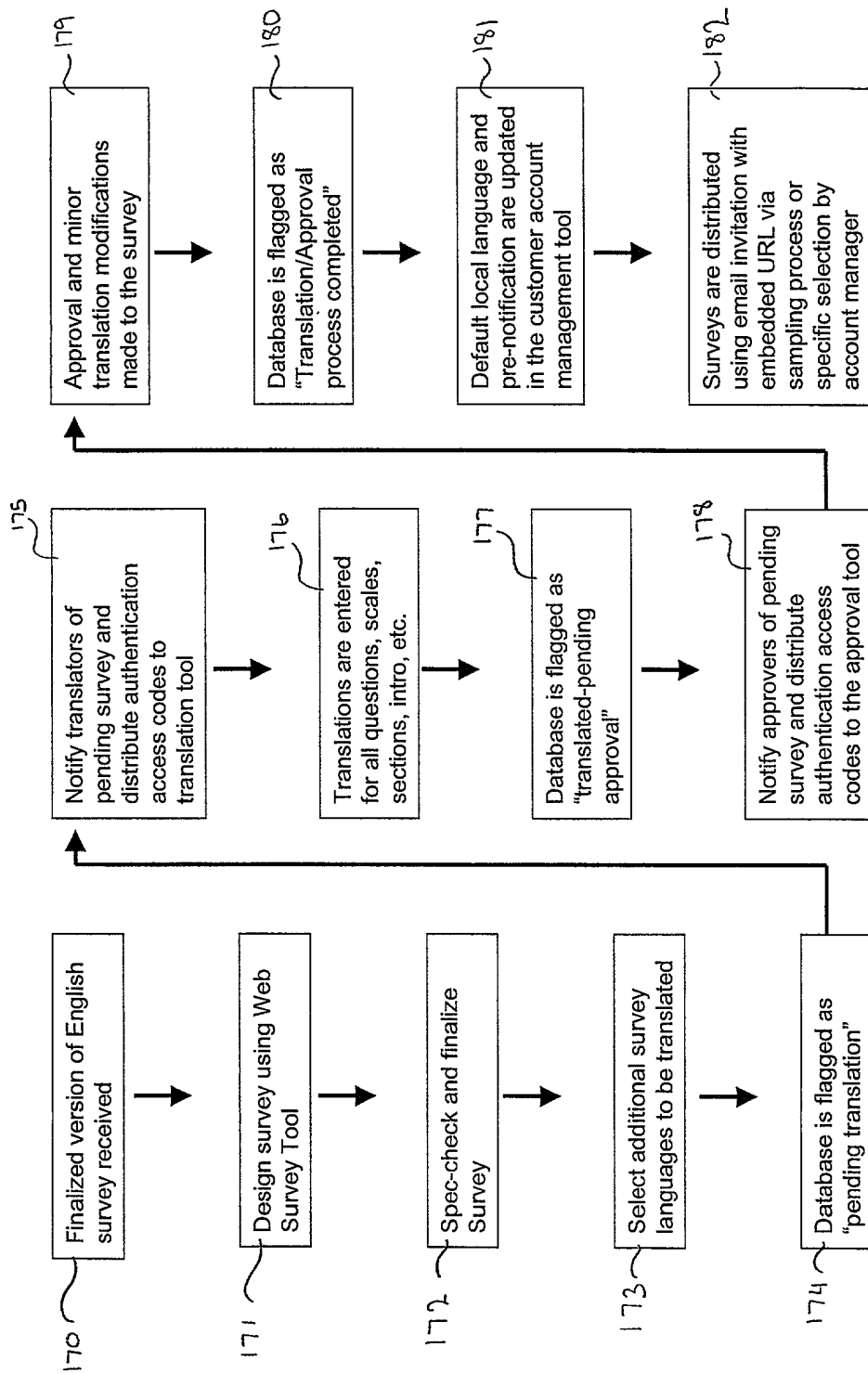


Fig. 10